



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

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Fifth District

December 4, 2013

To: Supervisor Don Knabe, Chairman
Supervisor Gloria Molina
Supervisor Mark Ridley-Thomas
Supervisor Zev Yaroslavsky
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

A handwritten signature in black ink, appearing to read "W. T. Fujioka", is written over the printed name of the Chief Executive Officer.

FOLLOW UP REPORT ON COMMUNITY OUTREACH EFFORTS FOR THE PATIENT PROTECTION AND AFFORDABLE CARE ACT (ITEM NO. 56, AGENDA OF NOVEMBER 5, 2013)

On November 5, 2013 on motion of Supervisor Ridley-Thomas, and as amended by Supervisor Antonovich, your Board instructed the Chief Executive Officer (CEO) to provide a follow up report to the Board within 30 days on (1) specific ideas as to what venues/events will be held in each district, which would have a countywide impact in terms of recruitment, including what opportunities the County can take advantage of and the results of enrollments at the events; (2) benefits of the Affordable Care Act (ACA) in regards to its impact to the uninsured population in Los Angeles County, and the fiscal impact to the County; and (3) the impact of the new regulations on existing health care plans, and on the number of hospitals and private businesses who are reducing their employees' work hours to less than a 40-hour work week. Additionally, your Board instructed the Director of Health Services to continue to report to the Board on a monthly basis on the implementation of the ACA, including data on enrollment, information on Covered California, the impact of the ACA to Los Angeles County's uninsured, the fiscal impact to the County, and on whether or not the County's marketing efforts have been successful.

"To Enrich Lives Through Effective And Caring Service"

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OUTREACH AND ENROLLMENT EVENTS

DHS currently participates in a number of events to recruit and enroll new members into Healthy Way LA (HWLA) throughout the County, such as the events listed on Attachment I in December 2013.

For future events, the Department of Health Services (DHS) has compiled the attached list of potential outreach events (Attachment II) for Calendar Year 2014 that could have a countywide impact on recruitment and take advantage of opportunities in the community. DHS will work with your respective offices to evaluate these events to determine which events your Board would like to participate in.

As directed by your Board, DHS will continue to report to the Board on a monthly basis on the implementation of the ACA, and will include data on enrollment, including any specific information resulting from any of these events that can be shared and provide additional indicators on whether or not the County's marketing efforts have been successful.

BENEFITS OF THE ACA ON THE UNINSURED

There are multiple benefits of the ACA to the uninsured population of the County. In Los Angeles County, an estimated twenty-nine percent (28.5%) of adults ages 18-64 are uninsured and slightly more than twenty-three percent (23.4%) of adults reported no regular source of care. Additionally, nearly thirty-two percent (31.7%) of adults reported having difficulty accessing medical care. To address this, DHS is actively enpanelling patients enrolled into HWLA under the Medicaid Expansion in order to improve continuity of care and efficiency of service delivery. Improved access to health coverage and health care is likely to result in improved chronic disease management and quality of life.

The ACA also implements various consumer protections intended to improve long term health outcomes. Patient protections that benefit persons in Los Angeles County include, but are not limited to:

- Insurers may not retroactively cancel coverage after a policyholder becomes ill.
- Insurers may not impose lifetime caps on individuals' medical expenses.
- Insurers may not deny coverage to children with pre-existing medical conditions.
- Insurers may not sell new policies that impose co-payments and other out-of-pocket expenses for preventive care.

- Insurers may no longer charge higher premiums to women or individuals with pre-existing conditions.
- Insurers must allow young adults to remain on their parents' coverage until age 26 if they are not offered coverage by an employer.
- Phasing out the prescription drug coverage gap – Despite having Medicare Part D prescription drug coverage, many seniors encountered a coverage gap, which required them to spend as much as \$4,550 annually out-of-pocket for medications. The “donut hole” will be gradually phased out until closed in 2020.

Additionally, preventive health efforts have been implemented as part of the ACA and are intended to minimize adverse health effects and optimize beneficial ones. Health plans will include no cost-sharing for a variety of preventive screenings: blood pressure, breast cancer, and colorectal cancer screening; diabetes and cholesterol tests, immunizations, annual well-woman visits, screening for gestational diabetes, breastfeeding support, human papillomavirus (HPV) testing, sexually transmitted infection (STI) counseling and human immunodeficiency virus (HIV) screening, and screening and counseling for interpersonal and domestic violence.

Lastly, the ACA requires that health plans provide an essential health plan benefits package to consumers, which is described later in the memo.

FISCAL IMPACT OF THE ACA

The fiscal impact of the ACA to the County is difficult to predict at this time. While DHS agrees the impact of the ACA will be positive by providing a payer source for the targeted 300,000 HWLA enrollees that will transition to federal health care as of January 1, 2014, the overall financial impact to DHS' budget is unknown. As you are aware, to implement the State-run Medicaid Expansion afforded by the ACA, the State signed into law Assembly Bill (AB) 85, which provides a mechanism for the State to redirect State health realignment funding. AB 85 includes complex financial arrangements and formulas to calculate the redirection amount. The financial results of this complex arrangement, while presumed positive for DHS, are unable to be calculated at this time. The final resolution of these formulas and calculations will not occur for up to two years after the close of each fiscal year. DHS Finance is currently developing its financial expenditure estimates and revenue projections in preparation for the December 17, 2013 Budget Committee of the Whole presentation to the Board. Information on the fiscal impact of the ACA will be provided at that time.

IMPACT ON EXISTING HEALTH CARE PLANS

The ACA implements a range of new provisions on health care plans. These include, but are not limited to:

- Eliminates pre-existing medical condition exclusions for individuals purchasing health care insurance in the individual market.
- Requires health plans to spend a certain amount of health plan premiums on clinical services and quality – 85 percent for health plans in the large group market and 80 percent for health plans in the individual and small group markets.
- Requires health plans to justify proposed increases in health plan premiums.
- Provides dependent coverage for children up to age 26 for all individual and group policies.
- Prohibits individual and group health plans from placing lifetime limits on health coverage, and rescinding coverage (except in cases of fraud).

In addition, the ACA creates an essential health benefits package that provides a comprehensive set of health services to individuals. The essential health benefits must include items and services within at least the following 10 categories:

1. Ambulatory patient services,
2. Emergency services,
3. Hospitalization,
4. Maternity and newborn care,
5. Mental health and substance use disorder services (including behavioral health treatment),
6. Prescription drugs,
7. Rehabilitative and habilitative services and devices,
8. Laboratory services,
9. Preventive and wellness services and chronic disease management, and
10. Pediatric services (including oral and vision care).

Health plans in the individual and small group markets (both those inside and outside the State health benefit exchanges) must offer essential health benefits starting January 1, 2014. In order to implement this provision, the federal government instructed states to select a “benchmark plan” to serve as a reference point for coverage of essential health benefits. The State of California selected a small-group plan (Kaiser Permanente Small Group HMO) as its benchmark plan.

Beginning in October 2013, some health insurance companies began notifying individuals that the health plans they purchased through the individual insurance market were being cancelled because the health insurance product did not meet the ACA requirement to cover essential health benefits. About one million individual policyholders in California were notified. In November 2013, President Obama announced that insurers could offer these individuals the option to renew their 2013 health plans in 2014, without change, allowing them to keep their plans, even if the plan does not include all off the essential health benefits. Insurance companies that choose to extend current plans must: (1) notify individuals that they have the option to purchase coverage through their state's health benefits exchange where they can potentially qualify for lower premiums, (2) list the benefits that the individual would not receive if they chose to keep their current policies and (3) inform individual about the protections they are giving up to keep their current health plan. However, Covered California (the State's health benefits exchange) has expressed concern over permitting health insurers to continue selling health insurance policies in 2014 that do not meet the ACA's essential benefits package requirements. President Obama last week gave state insurance exchanges flexibility on when policies that were not grandfathered and are not compliant with the ACA could be ended. Therefore, Covered California decided to stick with December 31, 2013 deadline for health plans to end policies that do not include essential health benefits and noted the following:

- The Covered California board felt extending the deadline offers no benefit to the consumer and may create confusion about accessing affordable health care coverage through Covered California.
- Covered California staff will implement helpful tools for consumers currently enrolled in affected plans, to better understand their options.
- The decision to maintain the original deadline also confirms the state exchange's commitment to transitioning Californians into plans that are compliant with the reforms of the ACA, protecting consumers from double deductibles and stabilizing the risk pool to control costs for consumers beginning in 2014.
- Covered California is implementing five key strategies to sustain, if not increase, its enrollment and help affected consumers:
 - Extending the deadline for enrollment for coverage taking effect on January 1, 2014, from December 15, 2013, to December 23, 2013, and extending the deadline for payments due from December 26, 2013, to January 5, 2014.
 - Establishing a telephone hotline for consumers to resolve enrollment questions.
 - Sending information to nearly 1.13 million affected individuals about options for coverage.

- Collecting and reporting data, on a regular basis, showing the impacts of conversion for individuals.
- Engaging consumers in their communities through the thousands of Certified Insurance Agents, Certified Enrollment Counselors and Certified Educators now deployed statewide.

IMPACT ON EMPLOYEE'S WORK WEEK HOURS

The ACA requires employers with at least 50 full-time-equivalent workers to offer health coverage to full-time employees or pay a penalty. Full-time is defined as an employee who works 30 or more hours per week. This provision goes into effect January 1, 2015, a year later than the original date of January 1, 2014.

- The UC Berkley Labor Center recently examined industries with a high percentage of employees working fewer than or slightly above 30 hours placing them at risk for reduced hours by an employer wishing to avoid penalties. Their analysis indicated that the industries with the highest percentage of employees working slightly over 30 hours are restaurants, nursing homes, accommodation, healthcare, retail trade, education and building services. The analysis also examined the distribution of worker health coverage by the number of hours worked. The data indicated that while 68.8 percent have insurance through their employer only 23.5 percent of employees working fewer than 30 hours a week have insurance. Slightly more than 50 percent of those working between 30 and 36 hours do not have coverage through their own employer.
- The Center on Budget and Policy Priorities notes while some employers have announced that they are reducing employees' hours to avoid the ACA requirement, this is the exception, not the rule. According to the Center, national employment data provides no evidence that employers have cut workers hours below 30 hours to avoid the ACA provisions. In large part, this is due to the fact that there are less than eight percent of employees working 30 to 34 hours a week (i.e., would be susceptible to employer shift to less than 30 hours). Of those that work 30 to 34 hours a week, less than one percent are employed by businesses affected by the employer mandate and do not have insurance. Finally, in many respects, it is simply too early to know whether the ACA will have an impact on the amount of part-time work (i.e., reduction in employee hours) given the fact that the employer provision of the ACA does not go into effect until January 1, 2015.

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CONCLUSION

As indicated above, DHS will continue to work with your offices to determine potential involvement in various community events in the coming months. Additionally, DHS will provide information on the fiscal impact of the ACA in their December 17, 2013 Committee of the Whole report.

Should you have any questions, please contact me, or your staff may contact Gregory Polk at (213) 974-1160, or Tangerine Brigham of DHS at (213) 240-7953.

WTF:GP
MM:bjs

Attachments

c: Executive Office, Board of Supervisors
County Counsel
Health Services

120413_HMHS_MBS_Community Outreach Follow Up

SCHEDULED ACA COMMUNITY OUTREACH EVENTS

- 12/4/13 GARDENA: Supervisor Mark Ridley-Thomas Presents: How the Affordable Care Act will Impact Seniors!
Asian Service Center: 14112 S. Kingsley Drive, Gardena
9am - 11:30am
- 12/6/13 WESTCHESTER: Vision y Compromiso Annual Conference
LAX Marriott: 5855 West Century Boulevard, Los Angeles
8am - 12pm
- 12/7/13 SOUTH LOS ANGELES: Affordable Care Act Workshop –
Bethany Baptist Church: 4115 W. Martin Luther King Jr. Blvd, Los Angeles
11am - 2pm
- 12/7/13 HOLLYWOOD: LA Voice Health Care Fair
Blessed Sacrament Church: 6657 W Sunset Blvd, Los Angeles
12pm - 4pm
- 12/8/13 EXPOSITION PARK: Health Care Coverage Enrollment Event by One LA
Holy Name of Jesus: 2190 W 31st St, Los Angeles
12pm - 4pm
- 12/10/13 CENTRAL LA: Health Care Coverage Screening Event by One LA
St. Thomas: 2632 W 15th St, Los Angeles
5pm - 9pm
- 12/10/13 SANTA MONICA: Health Care Reform Information and Enrollment
2200 Virginia Ave, Santa Monica
7pm - 8pm
- 12/12/13 BALDWIN PARK: LA Voice HealthCare Enrollment Event – Guadalupe Festival
St. John the Baptist Church: 3848 Stewart Ave, Baldwin Park
7am - 4pm
- 12/14/13 ANAHEIM: Power 106's Annual California Christmas Concert with Affordable Care Act Information
Honda Center: 2695 E Katella Ave, Anaheim
7pm - 12am
- 12/15/13 EXPOSITION PARK: Health Care Coverage Enrollment Event by One LA
Holy Name of Jesus: 2190 W 31st St, Los Angeles
12pm - 4pm
- 12/17/13 CENTRAL LA: Health Care Coverage Enrollment Event by One LA
St. Thomas: 2632 W 15th St, Los Angeles
5pm - 9:30pm

FORTHCOMING ACA COMMUNITY OUTREACH EVENT OPPORTUNITIES

JANUARY

Tournament of Roses Parade

Where: Pasadena at Orange Grove Boulevard & Green Street (5th District)

When: January 1

Tel & website: 626-449-4100; www.tournamentofroses.com

Summary: Celebration now draws more than a million spectators who line the streets of Pasadena.

Sponsorship Packages: TBD

Empowerment Congress Fair

Where: South Los Angeles (2nd District)

When: January, 2014

Website: <http://empowermentcongress.org>

Summary: Congress events bring together neighborhood groups, residents, nonprofit organizations, businesses, religious institutions, and community leaders to drive civic engagement; events serving over 2.5 Million residents in 2nd Supervisorial District.

Sponsorship Packages: TBD

Kingdom Day Parade

Where: South Los Angeles (2nd District)

When: January 2014

Website: www.kingdomdayparadecore-ca.org

Summary: The annual MLK Kingdom Day parade features international group of marchers. After the parade ends, the celebrations continue with food and live music.

Sponsorship Packages: Yes

El Monte Health and Wellness Events

Where: El Monte (1st District)

When: year-round

Website: <http://www.ci.el-monte.ca.us/Government/ParksandRecreation/CommunitySeniorSrvs/HealthWellness.aspx>

Summary: Former Mayor conducted annual walking event – now there are walking and wellness events year-round.

Sponsorship Packages: TBD

Asian American Expo

Where: Pomona Fairplex (1st District)

When: January 18-19, 2014

Website: http://www.asianamericanexpo.com/Lan_English/

Summary: The Asian American Expo features more than 800 booths in four large exhibition halls showcasing services in financial, insurance, medical, health, foods, telecommunications, banking etc. Additionally, the expo boasts three separate food courts and various performances on six stages.

Sponsorship Packages: Yes

FEBRUARY

Chinese New Year

Where: Chinatown: Hill Street at Temple Street (1st District)

When: February 1st and 2nd 2014

Tel & website: 213-617-0396; www.chinatownla.com

Summary: Annual two-day street fair, which also includes a carnival, lantern processions, fashion shows, and food.

Sponsorship Packages: TBD

Redondo Beach Super Bowl 10K Run

Where: Redondo Beach (4th District)

When: February 2, 2014

Website: <http://www.redondo10k.com/>

Summary: 9,000 race enthusiasts participate in this annual event and Southern California's greatest Super Bowl Celebration. Now in its 36th year, the Redondo Beach Super Bowl Sunday 10K/5K Run/Walk is a great way to celebrate the biggest day in sports and enjoy the picturesque sites of Redondo Beach.

Sponsorship Packages: Yes

MARCH

Los Angeles Marathon

Where: Downtown: Starts at Dodger Stadium, finishes at Santa Monica (1st and 3rd Districts)

When: March 9, 2014

Tel & website: 213-542-3000; www.lamarathon.com

Summary: Over the past 27 years, the ASICS LA Marathon has become a staple within the Los Angeles community and has grown into one of the largest road races in the country. The race attracts 25,000 runners and their friends and families.

Sponsorship Packages: Yes

Blessing of the Animals

Where: Downtown: El Pueblo de Los Angeles Historical Monument, Olvera Street, Downtown LA (1st District)

When: Saturday before Easter

Website: www.olvera-street.com

Summary: Procession of farm animals and pets (with their owners), winds its way down LA's oldest street,

Sponsorship Packages: TBD

Miss Commerce Pageant

Where: Commerce Hotel & Casino (1st District)

When: March 22, 2014

Website: <http://www.ci.commerce.ca.us/Calendar.aspx>

Summary: Beauty pageant

Sponsorship Packages: TBD

APRIL

Toyota Grand Prix of Long Beach

Where: Long Beach Convention & Entertainment Center, 300 E Ocean Boulevard, Long Beach (4th District)

When: mid April

Tel & website: 888-827-7333; www.gplb.com

Summary: The Grand Prix is the single largest event in the city of Long Beach. Attendance for the weekend regularly reaches or exceeds 200,000 people.

Sponsorship Packages: Yes

LA Times Festival of Books

Where: USC campus, Downtown (2nd District)

When: Late April

Tel & website: 213-237-7335; www.latimes.com/fob

Summary: Angelenos flock to the USC campus each spring to commune with authors giving readings and doing signings. Alongside the talks and discussions, a variety of booksellers set up stalls so that they can sell their wares directly to the public.

Sponsorship Packages: Yes

Santa Clarita Cowboy Festival

Where: Santa Clarita: Melody Ranch Motion Picture Studio, just north of Hwy 14 (5th District)

When: Late April

Tel & website: 661-250-3735; www.cowboyfestival.org

Summary: City hosts this Festival, which attracts more than 10,000 visitors each year.

Sponsorship Packages: TBD

Fiesta Broadway/Cinco de Mayo

Where: Downtown: Broadway & Main Street, between E César E Chávez Avenue & 11th Street (1st District)

When: Last Sunday in April

Tel & website: 310-914-0015; www.fiestabroadway.la

Summary: Covering 36 square blocks and drawing crowds that top 500,000, this free fiesta lives up to its reputation as the largest Cinco de Mayo celebration in the world.

Sponsorship Packages: Yes

Santa Clarita Arbor Day

Where: Central Park (5th District)

When: April 13, 2013

Website: <http://greensantaclarita.com/earth-arbor-day/>

Summary: The City of Santa Clarita's Earth Arbor Day celebration, presented by the SCV Family of Water Suppliers is an event to remember the importance of being green and taking care of our planet. Features various activities.

Sponsorship Packages: TBD

Antelope Valley Poppy Festival

When: April (date TBD)

Website: <http://www.poppyfestival.com/generalinformation.php>

Summary: Lancaster boasts one of California's most abundant crops of the vibrant poppies that are California's state flower. For several years, the City of Lancaster co-sponsored the Wildflower Information Center with the Lancaster Woman's Club to cater the interests of thousands of visitors who flocked to the Antelope Valley for a glimpse of these brilliant, beautiful flowers.

Sponsorship Packages: Yes

Inland Empire Multicultural Day Parade and Community Celebration

Where: Fairplex Pomona (1st District)

When: April 5, 2014

Website: <http://continuingthedream.com/parade.html>

Summary: In Cooperation with sponsoring Schools, Businesses and local Community Organizations it is the Mission of Continuing the Dream to be present the Annual Inland Empire African American/Mexican American Multicultural Day Parade and Community Celebration as a culmination of the work and efforts of youth chapters throughout the region.

Sponsorship Packages: Yes

Fiesta Broadway

Where: Downtown Los Angeles – including Grand Park (1st District)

When: April 27, 2014

Website: <http://fiestabroadway.la/>

Summary: Food, music, performances, attracts thousands.

Sponsorship Packages: Yes

Relay for Life South El Monte

Where: 1001 Durfee Ave, South El Monte (1st District)

When: April 26, 2014

Website: <http://www.relayforlife.org>

Summary: American Cancer fundraising event

Sponsorship Packages: Yes

MAY

Los Angeles Asian Pacific Film Festival

Where: Long Beach: Directors Guild of America, CGV Cinemas (4th District)

When: May

Tel & website: 213-680-4462; www.asianfilmfestla.org/2013

Summary: The nation's premier Asian Pacific American media arts center, established the Los Angeles Asian Pacific Film & Video Festival in 1983 as a vehicle to promote Asian and Asian Pacific American cinema.

Sponsorship Packages: Yes

Long Beach Gay Pride

Where: Shoreline Drive, Long Beach (4th District)

When: May 17 and 18, 2014

Website: www.longbechpride.com

Summary: 30-year running annual event draws tens of thousands of participants for two days of festivities.

Sponsorship Packages: Yes

Fiesta Hermosa Beach

Where: Hermosa Beach (4th District)

When: May 2014

Website: <http://fiestahermosa.net/>

Summary: Largest arts & crafts fair in Southern California and takes place every Memorial Day and Labor Day Weekend (Saturday, Sunday and Monday) in downtown Hermosa Beach. With the ocean as a backdrop, Hermosa Beach is an ideal place for a summer festival with temperatures of 80 degrees and balmy sea breezes.

Sponsorship Packages: Yes

Cinco de Mayo

Where: Olvera Street (1st District)

When: May 5, 2013

Website: <http://www.olvera-street.com/Calendar/calendar.html>

Summary: Celebration of Mexico's victory over French forces in Puebla, Mexico in 1862 with popular and traditional music, exhibitor booths, dancing and food.

Sponsorship Packages: TBD

Open House Bike Rodeo Crime Prevention Fair

Where: Baldwin Park (1st District)

When: May

Website: <http://www.baldwinpark.com>

Summary: Every May the Baldwin Park Police Department hosts a Crime Prevention Bike Rodeo and Crime Prevention Fair. A variety of activities are offered for all ages. Every school-aged child kindergarten through 6 th grade that participates in the bike obstacle course will receive a free helmet. Experts discuss Home Alarm Systems, Self Defense and Personal Safety. Police Demonstrations, Station Tours, and free Fingerprint kits will be given to each child who participates.

Sponsorship Packages: TBD

JUNE

LA Gay Pride

Where: Hollywood: around Santa Monica Boulevard (3rd District)

When: June 6-8, 2014

Website: www.lapride.org

Summary: Annual high profile event in West Hollywood that draws 400,000+ attendees at one of nation's largest and best known LGBT events.

Sponsorship Packages: Yes

Film Independent's Los Angeles Film Festival

Where: Downtown: LA Live (1st District)

When: June

Tel & website: 866-345-6337; www.lafilmfest.com

Summary: With 200-plus features, shorts and music videos, this prestigious ten-day festival is heavily attended by Angelenos from all corners of the County.

Sponsorship Packages: Yes

Los Angeles River Ride

Where: Griffith Park: Los Angeles (3rd District)

When: June

Website: www.la-bike.org

Summary: This festive annual bike ride is the premier fundraiser for the LACBC (Los Angeles County Bicycle Coalition) and features five different bike rides of varying lengths.

Sponsorships: TBD

Pasadena Chalk Street Painting Festival

Where: Old Town Pasadena (5th District)

When: Mid June

Tel & website: 626-795-9100; www.pasadenachalkfestival.com

Summary: Hundreds of artists create temporary masterpieces in chalk on the streets of Pasadena, while thousands of onlookers watch where they walk.

Sponsorships: TBD:

L.A. Urban League Health Workshops

Where: South Los Angeles (2nd District)

When: June, July, August, September, 2014

Summary: These Fit 4 Life 2.0 workshops are held at a local South LA church on various dates where residents are offered free screenings and health education.

Website: <http://www.laul.org/events/health-save-date-flyer-2>

Sponsorship Packages: TBD

Taste of Alhambra

Where: Alhambra (5th District)

When: June

Website: www.downtownalhambra.com

Summary: Food, wine and music festival

Sponsorship Packages: TBD

Antelope Valley Jazz Festival

Where: Antelope Valley Fairgrounds – Lancaster (5th District)

When: 3rd Saturday of June

Website: <http://www.destinationlancasterca.org/>

Summary: music festival, food

Sponsorship Packages: TBD

JULY

Independence Day

Where: Throughout Los Angeles (All Districts)

When: July 4

Summary: The Hollywood Bowl hosts LA's most famous fireworks display, Huntington Beach stages a parade during the day, capped by fireworks, other events at Venice Beach, the Rose Bowl and Disneyland.

Sponsorship Packages: Yes, depends on event.

AUGUST

Festival of the Chariots

Where: Venice: Ocean Front Walk Plaza (3rd District)

When: first Sunday in August

Tel & website: 310-836-2676; www.festivalofchariots.com

Summary: Hosted by the Hare Krishnas, this Indian tradition attracts 50,000 people who chant and cheer for three honored deities, representations of whom are paraded from the Santa Monica Civic Auditorium to Venice Beach on elaborately decorated chariots.

Sponsorship Packages: TBD

Nisei Week Japanese Festival

Where: Downtown: Little Tokyo (1st District)

When: Mid August

Tel & website: 213-687-7193; www.niseiweek.org

Summary: This eight-day event celebrates Japanese culture with displays of martial arts, tea ceremonies, flower arranging and more, thousands attend.

Watts Summer Festival

Where: Watts: Will Rogers Memorial Park, 1335 E 103rd Street (2nd District)

When: mid August

Tel: 323-789-7304

Summary: Conceived in 1966, the year after the Watts Riots, this black pride event is the longest-running African-American cultural festival in the US. Music and performances, a fashion show, a parade and kid activities.

Sponsorship Packages: Yes

F*ck Yeah Fest

Where: Downtown: Los Angeles State Historic Park, 1245 N Spring Street (1st District)

Where: late summer

Website: www.fyffest.com

Summary: Rowdy post-punkers, artists, skaters, and all other aspects of fringe culture converge on this heavily attended event.

Sponsorship Packages: Yes

National Health Center Week Annual Walk for Health and Resource Fair

Where: South Los Angeles (2nd District)

When: August

Website: Southside Coalition ((213) 741-0821); <http://southsidecoalition.org>

Summary: Numerous health centers collaborate to sponsor a community walk and resource fair to celebrate National Health Center Week.

Sponsorship Packages: TBD

Antelope Valley County Fair

Where: Antelope Valley Fairgrounds – Lancaster (5th District)

When: August 15-24, 2014

Website: www.avfair.com

Summary: County fair, food, attractions, community event, attracts thousands.

Sponsorship Packages: TBD

Baldwin Park National Night Out

Where: Baldwin Park (1st District)

When: August

Website: <http://www.baldwinpark.com>

Summary: National Night Out is designed to: (1) Heighten crime and drug prevention awareness; (2) Generate support for, and participation in, local anticrime efforts; (3) Strengthen neighborhood spirit and police-community partnership; and (4) Send a message to criminals letting them know neighborhoods are organized and fighting back.

SEPTEMBER

Fiesta Hermosa Arts & Crafts Fair

Where: Hermosa Beach, at Marine Avenue & Aviation (4th District)

When: Labor Day weekend (before the 1st Monday in September)

Tel & website: 310-376-0951; www.fiestahermosa.com

Summary: Over 300 artists and crafters featured in this heavily attended event.

Sponsorship Packages: TBD

LA Greek Festival

Where: Koreatown: St Sophia Cathedral, 1324 S Normandie Avenue, at W Pico Boulevard (2nd/3rd District)

When: weekend after Labor Day (early September)

Website: www.lagreekfest.com

Summary: Weekend-long festival on the grounds of a cathedral in Koreatown.

Sponsorship Packages: Yes

Port of Los Angeles Lobster Festival

Where: San Pedro Ports o' Call Village (4th District)

When: mid September

Tel & website: 310-798-7478; www.lobsterfest.com

Summary: Over 40,000 attend this massive festival in San Pedro.

Sponsorship Packages: Yes

West Hollywood Book Fair

Where: West Hollywood Park, 647 N San Vicente Boulevard, (3rd District)

When: Late September

Website: www.westhollywoodbookfair.org

Summary: Festival features literature, art, music, performance and community.

Sponsorship Packages: Yes

LA County Fair

Where: Pomona: Fairplex, W McKinley & N White Avenues, Pomona (1st District)

When: late summer

Tel & website: 909-623-3111; www.lacountyfair.com

Summary: Over 1.5 million attended the fair in 2013.

Sponsorships: Yes

Abbot Kinney Festival

Where: Venice: Abbot Kinney Boulevard, between Main Street & Venice Boulevard (3rd District)

When: Last Sunday in September

Tel & website: 310-396-3772; www.abbotkinney.org

Summary: Since its founding in 1984, the Abbot Kinney Festival has grown in size and popularity to become one of the largest community events of its kind in the country. Each year, it attracts 150,000+ to the community of Venice.

Sponsorships: Yes

Chinatown Moon Festival

Where: Chinatown (1st District)

When: September 13, 2013

Website: <http://www.chinatownla.com/calendar.php>

Summary: Free community event

Sponsorships: TBD

Antelope Valley Tamale Festival

Where: Antelope Valley Fair Grounds (5th District)

When: September

Website: www.avfair.com

Summary: Community event featuring food, music, entertainment.

OCTOBER

Calabasas Pumpkin Festival

Where: Calabasas: Juan Bautista de Anza Park, 3701 Lost Hills Road, at Agoura Road, Calabasas (5th District)

When: mid/late October

Tel & website: 818-222-5680; www.calabasaspumpkinfestival.com

Summary: Very popular October festival in Calabasas, attracting thousands.

Sponsorship Packages: Yes

Taste of Soul

Where: South Los Angeles (2nd District)

When: October, 2014

Website: <http://tasteofsoulla.org/>

Summary: Annual South LA event (8 years running) that draws 350,000+ residents to celebrate local food, music, and businesses.

Sponsorship Packages: Yes

AIDS Walk Los Angeles

Where: West Hollywood: Santa Monica and La Cienega (3rd District)

Summary: Annual event draws 30,000 people from diverse backgrounds and income levels to fight epidemic and raise funds for research and cure.

When: October, 2014

Website: <http://www.aidswalk.net/losangeles>

Sponsorship Packages: Yes

Care Harbor

Where: L.A. Sports Arena (2nd District)

When: October, 2014

Website: <http://www.careharbor.org/>

Summary: Large annual health clinic run by volunteers that draws uninsured, underinsured, and at-risk individuals and families for "ground zero" medical care.

Sponsorship Packages: Yes

Long Beach Marathon

Where: Long Beach California (4th District)

When: October 2014

Website: www.runlongbeach.com

Summary: Approximately 25,000 runners participate in this annual big-draw event that features a course that passes by famed city landmarks.

Sponsorship Packages: Yes

Manhattan Beach Hometown Fair

Where: Aviation and Marine Drive Manhattan Beach (4th District)

When: October 4, 2014

Website: <http://www.mbfair.org/>

Summary: Homegrown community event featuring food, animals, arts and crafts, games, family entertainment.

Sponsorship Packages: No

Antelope Valley Rodeo and Heritage Days

Where: Lancaster (5th District)

When: October 18-20, 2014

Website: www.avfair.com

Summary: Rodeo and community event featuring food, animals, games, family entertainment.

NOVEMBER

Hollywood Christmas Parade

Where: Hollywood: Parade travels along Hollywood Boulevard, Sunset Boulevard & Vine Street (3rd District)

When: Sunday after Thanksgiving

Tel & website: 323-469-2337; www.thehollywoodchristmasparade.com

Summary: Star-studded presentation that attracts a million fans. First held in 1928, the parade features elaborate floats, equestrian shows and marching bands.

Sponsorship Packages: Yes

United Way Homewalk

Where: Exposition Park (2nd District)

When: November

Website: <http://www.unitedwayla.org/event/homewalk-2013/>

Summary: Large, annual downtown event attracts 40,000+ participants to raise funds and move homeless into permanent housing. Kobe Bryant, other sports and entertainment celebs participate. All proceeds go back into the community, supporting strategies to end homelessness crisis.

Sponsorship Packages: Yes

Santa Clarita Marathon

Where: 20880 Centre Pointe Pkwy Santa Clarita, CA 91350 (5th District)

When: November 2, 2014

Website: <http://scmarathon.org/>

Summary: The Santa Clarita Marathon, which is an official qualifying race for the Boston Marathon, will test the physical boundaries of the human body on Sunday, November 2, 2014. The day will include a full marathon, a half marathon, a 5K run, Mayor's Walk, and a Kid K run. All races will begin at 7:00 a.m., with the exception of the Kid K, which will begin at 8:30 a.m.

Sponsorship Packages: TBD

DECEMBER**Mariachi Festival**

Where: Boyle Heights: Mariachi Plaza, at N Boyle Avenue & E 1st Street, Boyle Heights (1st District)

When: mid December

Tel & website: 323-526-3059; www.lacity.org

Summary: Musicians at this festival of Latino culture entertain thousands of visitors in mariachi styles.

Sponsorship Packages: TBD

Marina del Rey Holiday Boat Parade

Where: Marina del Rey: main channel

When: December

Tel & website: 310-670-7130; www.mdrboatparade.org

Hanukkah Family Festival

Where: West Hollywood: Skirball Cultural Center, 2701 N Sepulveda Boulevard, at I-405 (3rd District)

When: mid/late December

Tel & website: 310-440-4500; www.skirball.org

Summary: Music, games, tastes and traditions that mark the Jewish festival of lights up at the Skirball Center.

Sponsorships: TBD

Las Posadas

Where: Downtown: Olvera Street, at E César E Chávez Avenue (1st District)

When: mid/late December

Tel & website: 213-485-6855; www.olvera-street.com

Summary: Well-attended local festival that includes a candlelit procession, songs, dancing and piñata-breaking, with food and music.

Sponsorships: TBD

LA County Holiday Celebration

Where: Downtown: Dorothy Chandler Pavilion, Music Center, S Grand Avenue & W 1st Street (1st District)

When: December 24

Website: www.lacountyarts.org/holiday.html

Summary: This day-long festival of art, music and general merriment aims to represent the range of cultural and religious traditions that have put down roots in LA.

Sponsorship Packages: N/A - LA County Event

UCLA Campus Events

Where: UCLA Westwood (3rd District)

When: Year-Long

Website: www.ucla.edu

Summary: The Associated Students program at UCLA coordinates entertainment and other educational events on campus throughout the year for students.

Sponsorship Packages: N/A

Pomona Harvest Festival

Where: Fairplex Pomona (1st District)

When: December

Website: www.harvestfestival.com

Summary: Features more than 24,000 handcrafted originals, live music, contests, specialty foods, and more

COLLEGES AND UNIVERSITIES BY SUPERVISORIAL DISTRICT

1st DISTRICT

Pomona College
Citrus Community College
East Los Angeles Community College
Los Angeles City College
Southwest College
Trade-Tech College

2-4TH DISTRICTS

Compton Community College
Cerritos Community College
Santa Monica Community College
Mt. San Antonio Community College
Cypress College
Long Beach Community College
El Camino Community College
Pierce Community College
Harbor City College
Valley College
West Los Angeles College
USC
UCLA
California State University- Northridge,
California State University- Los Angeles
California State University-Long Beach
California State University-Dominguez Hills

5TH DISTRICT

Claremont McKenna College
Pasadena City College
College of the Canyon
Antelope Valley College
Mission College
Glendale Community College